

## ***A Blueprint for Avoid Projects***

### ***Goals***

The overall goal of the project is to enable \_\_\_\_\_ County law enforcement agencies to publicize the combined DUI efforts of all law enforcement agencies in \_\_\_\_\_ County and to raise the awareness of the general public regarding the problems associated with drinking and driving.

1. To reduce the calendar 200\_ base alcohol-involved fatal and injury crashes by \_\_\_% each holiday enforcement period:
  - a. Winter holiday period from \_\_\_\_ to \_\_\_\_ during the period of \_\_\_\_ to \_\_\_\_, and from \_\_\_\_ to \_\_\_\_ between \_\_\_\_ to \_\_\_\_;
  - b. Memorial Day from \_\_\_\_ to \_\_\_\_ during the period of \_\_\_\_ to \_\_\_\_; and from \_\_\_\_ to \_\_\_\_ between \_\_\_\_ to \_\_\_\_;
  - c. Labor Day from \_\_\_\_ to \_\_\_\_ between \_\_\_\_ to \_\_\_\_, and from \_\_\_\_ to \_\_\_\_ between the period of \_\_\_\_ to \_\_\_\_.

### ***Objectives***

#### ***Pre Operational***

1. To form an "Avoid the \_\_ Committee" comprised of representatives of all agencies participating in the program by October 15, of each project year.
2. To hold the first meeting and designate a committee chair and a steering sub-committee elected by committee members, by November 1, of each project year. The steering sub-committee shall be comprised of at least three members representing local, county and state law enforcement. The steering sub-committee will approve all public information concepts and materials.
3. To gain commitment from law enforcement executives in the county annually on the campaign and to encourage them to emphasize DUI enforcement during all phases with officers on regular patrols and by allocating overtime hours to extra units, participating in forming special teams and in conducting DUI checkpoints, and contributing to all public information elements of the campaign.
4. To develop an enforcement operational plan for each phase of the campaign by:
  - a. December \_\_, of each project year;
  - b. May \_\_, of each project year; and
  - c. August \_\_, of each project year.

The steering sub-committee will develop the operational plans with final approvals given by the committee.

5. By November 30, of each year, to contract, within the guidelines of the host agency and the Office of Traffic Safety, with a consultant or Marketing Firm for a Public Information Director. The contractor will coordinate the Avoid the \_\_\_ public information component, and perform program coordination as identified by the steering sub-committee members. Steering sub-committee members will approve the process and the final decisions.

Or

To assign by November 30, each year, a Public Information Officer (PIO) from one of the involved agencies to perform all program coordination and public information functions in relation to the project. Steering committee members or the vote of the Committee will be used to determine which agency PIO will be assigned to the project.

6. To conduct a language assessment of the Project's services area to determine needs for materials in languages other than English by insert date.
7. (For San Francisco Bay area grants only.) To participate in the Bay Area Avoid Steering Committee composed of the California Highway Patrol and representatives of each county host agency.

### ***Enforcement Operations***

8. To conduct a minimum of \_\_\_ DUI checkpoints as follows:
  - a. \_\_\_ during each Winter holiday period of December \_\_, 200\_\_ to January \_\_, 200\_\_, and December \_\_, 200\_\_ to January \_\_, 200\_\_;
  - b. \_\_\_ during each Memorial Day holiday period of May \_\_ to \_\_, 200\_\_, and \_\_ to June \_\_, 200\_\_;
  - c. \_\_\_ during each Labor Day holiday period of August \_\_, and September \_\_, 200\_\_, and August \_\_, through September \_\_, 200\_\_.
9. To run a two-night, hi-intensity, regional \_\_\_ officer Strike Team each year of the grant period during the Christmas and New Year's holiday campaign period, focusing on DUI suspects, ending September \_\_, 200\_\_.
10. To increase the calendar 200\_\_ base year DUI arrests by \_\_\_% each holiday enforcement period:
  - a. Winter holiday periods from \_\_\_\_ to \_\_\_\_ during the period of December \_\_, 200\_\_ to January \_\_, 200\_\_, and from \_\_\_\_ to \_\_\_\_ during December \_\_, 200\_\_ to January \_\_, 200\_\_;

- b. Memorial Day holiday period from \_\_\_\_ to \_\_\_\_ during the period of May \_\_\_\_ to \_\_\_, 200\_\_; and from \_\_\_\_ to \_\_\_\_ between May \_\_\_\_ through June \_\_\_, 200\_\_;
  - c. Labor Day holiday period from \_\_\_\_ to \_\_\_\_ between August \_\_\_, and September \_\_\_, 200\_\_, and from \_\_\_\_ to \_\_\_\_ during period of August \_\_\_, through September \_\_\_, 200\_\_.
11. To increase DUI warrant arrests by \_\_% from the calendar 200\_\_ base year total of \_\_\_\_ to \_\_\_\_ by September \_\_\_, 200\_\_, and by an additional \_\_% from \_\_\_\_ to \_\_\_\_ by September \_\_\_, 200\_\_.

***Public Awareness Campaign Requirements***

12. To conduct "Avoid the 25" public information campaigns during the periods of:
- a. December \_\_\_, 200\_\_ to January \_\_\_, 200\_\_, May \_\_\_\_ to \_\_\_, 200\_\_, and August \_\_\_\_ to September \_\_\_, 200\_\_;
  - b. December \_\_\_, 200\_\_ to January \_\_\_, May \_\_\_\_ to June \_\_\_, 200\_\_, and August \_\_\_\_ to September \_\_\_, 200\_\_.
13. To prepare complete press information for broadcast reporters during each campaign period including a main press release, campaign calendar, departmental plans and facts sheet. The material will emphasize the campaign's serious, aggressive enforcement and the high cost of DUI in terms of money, criminal consequences and human misery. The information for each campaign period will be completed by December 1; May 1; and August 15, of each grant year.
14. To conduct an opening press conference for each campaign period in cooperation with all other regional Avoid projects by December \_\_\_, 200\_\_, and December \_\_\_, 200\_\_.
15. To conduct an intensive news bureau, including daily reporting of statistics on DUI arrests, injuries and deaths to the list major local newspaper(s). The news bureau will report statistics every morning before 8 a.m. during the periods of:
- a. December \_\_\_, 200\_\_ to January \_\_\_, 200\_\_, May \_\_\_\_ to \_\_\_, 200\_\_, and August \_\_\_\_ to September \_\_\_, 200\_\_;
  - b. December \_\_\_, 200\_\_ to January \_\_\_, 200\_\_, May \_\_\_\_ to June \_\_\_, 200\_\_, and August \_\_\_\_ to September \_\_\_, 200\_\_.
16. To issue at least eight daily winter holiday period news stories over the fax to daily and weekly newspapers, to radio and television, to wire services and to the Office of Traffic Safety each project year by January \_\_\_, 200\_\_, and January \_\_\_, 200\_\_.

17. During each campaign period of each project year, to place at least:
  - a. Eight newspaper stories, 7 radio and 7 television stories during winter holiday period December \_\_, 200\_\_ to January \_\_, 200\_\_, and December \_\_, 200\_\_ to January \_\_, 200\_\_;
  - b. Eight newspaper stories, 4 radio and 4 television stories during the Memorial Day holiday period from May \_\_ to \_\_, \_\_ and May \_\_ to June \_\_, 200\_\_;
  - c. Eight newspaper stories, 4 radio and 4 television stories during the Labor Day holiday periods from August \_\_ to September \_\_, 200\_\_, and August \_\_ to September \_\_, 200\_\_.
18. To issue a press release announcing the kick-off of the project by \_\_\_\_\_, 200\_\_. The press release will be forwarded to OTS Public Information Officer at [pio@ots.ca.gov](mailto:pio@ots.ca.gov) and the OTS Regional Coordinator for approval prior to the release. Printed newspaper copies of the press release will be faxed or e-mailed to OTS.
19. To use the following standard language in all press and media materials: ***“Funding for this program was provided by a grant from the California Office of Traffic Safety.”***
20. To e-mail to the OTS Public Information Officer at [pio@ots.ca.gov](mailto:pio@ots.ca.gov) and OTS Regional Coordinator at least one month in advance, a short description of any new traffic safety event or program.
21. To submit print clip articles **by 9 a.m.** to the OTS Public Information Officer by e-mail at [pio@ots.ca.gov](mailto:pio@ots.ca.gov) and OTS Regional Coordinator, or via fax at (916) 262-2960. Include publication name and date the article was published on all clips.
22. To e-mail all press releases or media advisories, alerts, and material to the OTS Public Information Officer at [pio@ots.ca.gov](mailto:pio@ots.ca.gov) and OTS Regional Coordinator for approval prior to their release.
23. To conduct a press conference or media event by insert date to kick-off or publicize the grant. OTS will be notified at least two week in advance of the grant kick-off event.
24. To use the Business, Transportation and Housing Agency, California Energy, and Office of Traffic Safety logos in all press and media materials when feasible and practical.

25. To work closely with community based organizations to promote traffic safety programs at both the neighborhood and community level by September \_\_, 200\_\_.
26. To conduct an annual DUI Seminar and awards presentation to disseminate DUI information and enforcement strategies to enforcement agencies by September 30 of each grant year.
27. To maintain judicial support of the program by communicating program goals and activities to the Court.

**Note:** Nothing in this “Blueprint” shall be interpreted as a requirement, formal or informal, that a police officer issue a specified or predetermined number of citations in pursuance of the goals and objectives hereunder.